CALIFORNIA
FARMER

David Oltman
Senior Editor

Kathy - Enclosed is a recent issue with a story on the Barnhart Valley Farm. I have also enclosed a few slides of you and Mary Ellen. Thanks again for your help.

Dave Oltman

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www.californiafarmer.com

CALIFORNIA FARMER®

A FARM PROGRESS PUBLICATION

SECOND MARCH 2001

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Disney's new California Adventure theme park focuses on the bounty of California agriculture — Page 12

The farm adventure

CALIFORNIA
FARMER
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FEATURES

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The Golden State's rich agricultural bounty is on display at Disney's new California Adventure theme park in Anaheim. Visitors will see a cross section of crops grown in the state and learn about what it takes to put food on their tables.

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California cotton producers plan to increase their Pima acreage this year in light of improved prices and reduced carryover stocks from last year. The amount of Pima planted this year may be above the record 240,000 acres grown in 1999.

25 **Pesky pest**
Lygus is responsible for significant losses in a number of crops, not just cotton, where its impact has been well documented. Now, vegetable and strawberry growers are joining forces with cotton producers to come up with a lygus-control plan.

SPECIAL BONUS SECTIONS

Many editions of this month's *California Farmer* carry the following bonus sections. These sections are targeted to readers who have demographically qualified operations.

Dairy Producer
Western Beef Producer

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By Baxter Black

ON THE COVER

The Bountiful Valley Farm at Walt Disney's California Adventure theme park in Anaheim is designed to show visitors how food is produced in the leading agricultural state in the nation. A wide variety of permanent and seasonal crops grown in California are on display at the 2½-acre demonstration farm. For more on Disney's farming effort, see our story beginning on page 12.
Photo by David Oltman.

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COVER STORY

The farm

Walt Disney's newest theme park in Anaheim offers a close-up look at California agriculture. ■ *By David Oltman*

Although it once had some of the most fertile soil for growing crops in California, the Anaheim area is now covered with asphalt and concrete, and its once-flourishing fields, orchards and vineyards are only a memory.

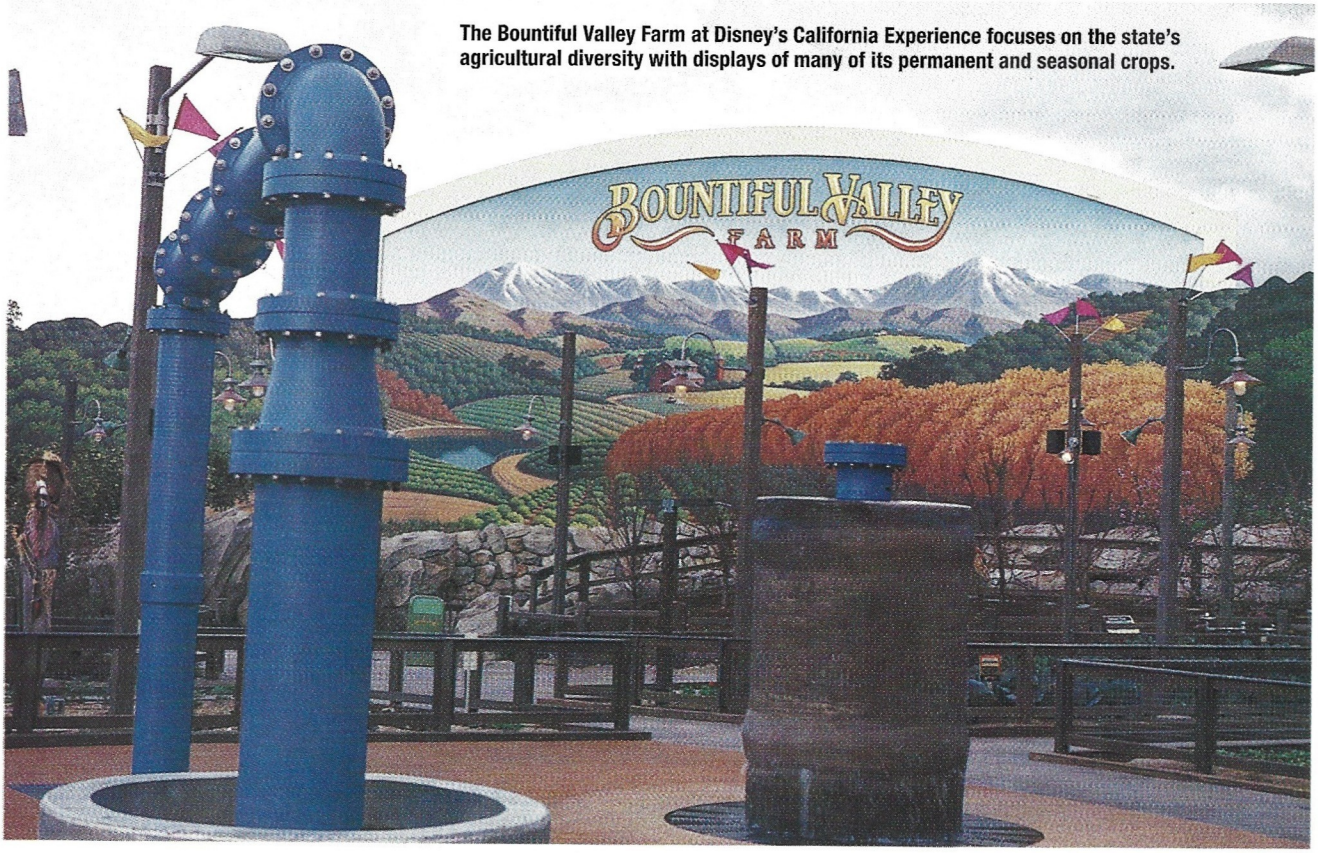
Perhaps it is appropriate, then, that this once-productive growing region is home to a demonstration farm designed to showcase California's rich bounty of crops and tell the story of how it remains the number one agricultural state in the nation.

That is the message being presented at "Bountiful Valley Farm," a 2½-acre site within Disney's new California Adventure theme park that opened last month adjacent to Disneyland. The park re-creates many of the natural and man-made wonders of the Golden State.

"Bountiful Valley Farm is really not a production farm as much as it is a celebration of California agriculture,"

(left) One of the star attractions of the "It's tough to be a bug" animated movie is included as part of the Bountiful Valley Farm attraction.

The Bountiful Valley Farm at Disney's California Experience focuses on the state's agricultural diversity with displays of many of its permanent and seasonal crops.



adventure

says Kathy Rogers, senior creative show producer at Disney, who helped conceive the project. "California grows so much food — feeding 50% of the nation — that we wanted to include the story of the state's agriculture bounty as part of our new theme park."

The original idea to put the state's agricultural diversity on display actually came from the top at Disney, when Michael Eisner, the company's chairman and CEO, decided that such a display should be part of the new California Adventure theme park.

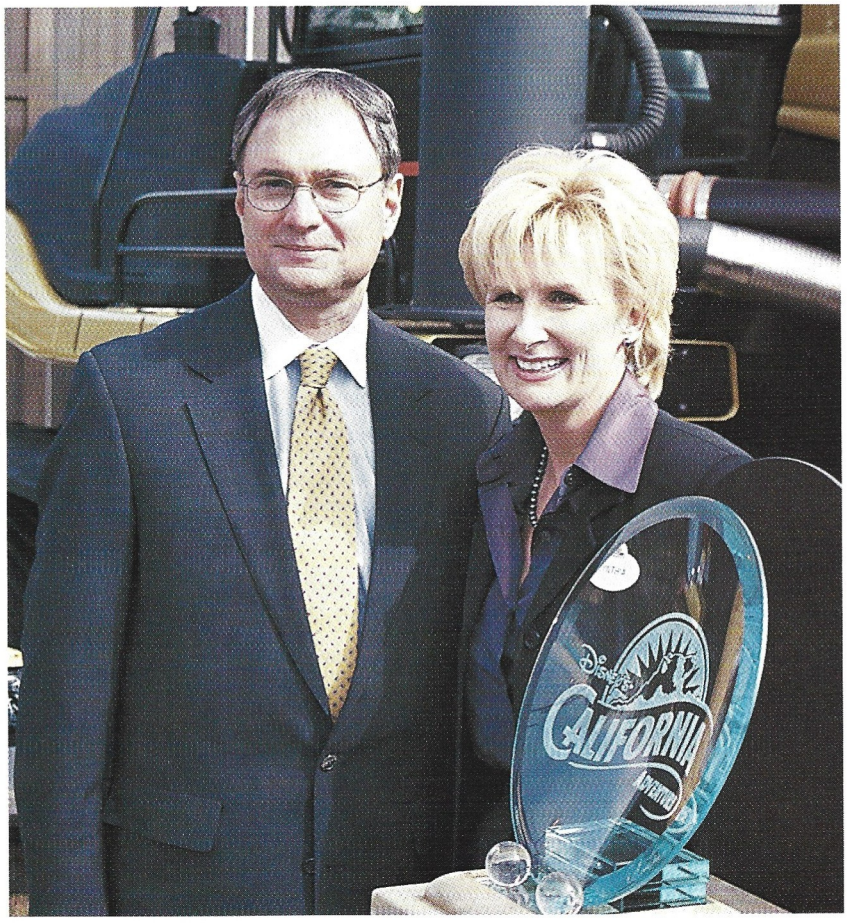
"In one of the early concepts of the theme park, when Michael Eisner reviewed the areas that we were going to develop, he said, 'you know, I think you guys are missing a big story here and that is the story of California agriculture,'" Rogers says. "So we started doing research on the state's agriculture, which is much bigger than we all could have ever imagined."

A visit to the California Farm Equipment Show and International Exposition (now World Ag Expo) and talks with representatives of University of California (UC)-Davis gave Disney show designers a number of ideas for how they could showcase the state's agricultural bounty, Rogers says.

The result is a section of the California Experience where some 32 different seasonal crops and a wide range of permanent tree crops representing the diversity of California agriculture are being grown. The Bountiful Valley Farm also includes a water park designed to showcase the importance of irrigation to the state's agriculture and displays focusing on its farming traditions.

A PARTNERSHIP WITH CATERPILLAR

The Bountiful Valley Farm is a partnership between Disney and Caterpillar Inc., which is the corporate sponsor for the agricultural section of California Experience. A number of Caterpillar tractors and a Cat engine designed to show how water is moved to fields and orchards will be on display.



Gerald Shaheen, left, Caterpillar group president, and Cynthia Harriss, senior vice president of the Disneyland Resort, at opening ceremonies for the Bountiful Valley Farm.

"This is a good way to teach people about agriculture and at the same time expose them to the world's best agricultural equipment," says Gerald Shaheen, Caterpillar group president. "We are really proud to be part of the Disney family."

The Disney/Caterpillar partnership came about partly because of the entertainment company's desire to focus on California-based companies at its new theme park. Caterpillar traces its roots to the merger of two California companies, Holt Manufacturing and C.L. Best Traction company.

A plan for Disney and Caterpillar to join forces in a theme park display was first discussed about two years ago, according to Ed Smith, Caterpillar's

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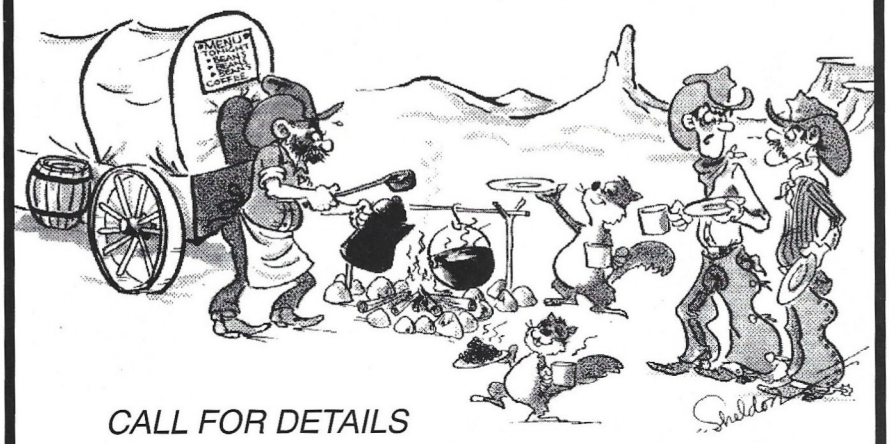

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A map of California showing the crops grown in different parts of the state is part of the learning experience at Bountiful Valley Farm.

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manager of marketing services. The initial idea was for a Caterpillar display at Disney Animal Kingdom in Orlando.

"They wanted to know if we would be interested in sponsoring part of their animal kingdom attraction — they thought there was a connection between caterpillars and bugs and cats and animals," Smith says. "But that is just not what we are about."

In the meantime, plans were moving forward for Disney's California Adventure park. Since the park focuses on different industries important to the Golden State, a display featuring California's rich agricultural bounty was considered a must by Disney officials.

At Bountiful Valley Farm, seasonal crops are grown within areas enclosed by simple wood railings, with paved walkways to allow visitors to view the displays without disturbing them. Each area includes a description of the crop being grown and how it fits into California's agricultural landscape.

"We have done a lot of studying with the calendar and will transplant these crop displays four to six times a year," says Becky Bishop, director of concept landscape architecture for Disney. "We are very excited to have

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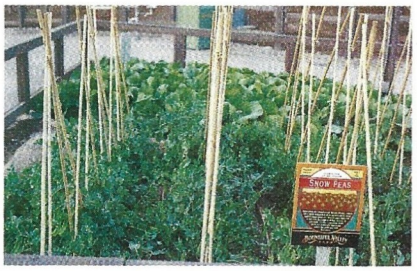
these vegetables growing here. We thought that maybe some of our guests — even Californians — would be curious to know what a carrot or a potato looks like when it is in the ground."

All of the crops being grown at Bountiful Valley Farm will be produced in a low-input program for pest control, according to Mary Ellen Bell, lead gardener for the farming area. "We may not be totally organic but we will definitely practice IPM," Bell says.

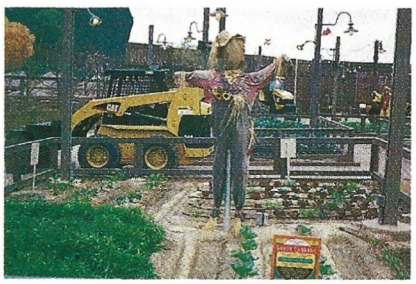
Some of the crops being grown, including many varieties of lettuce, will actually be harvested and used at the Napa Rose Restaurant in Disney's Grand California Hotel that is adjacent to the new theme park.

UNUSUAL VARIETIES

The permanent tree crops at Bountiful Valley Farm include a wide range of those grown in California — from a number of varieties of citrus, almonds, apples, peaches pecans, pomegranates plums and walnuts. Each display includes signs telling where and how each of the tree crops is produced in California.



A description of individual crops being grown is included in displays incorporated into the Bountiful Valley Farm.



The Bountiful Valley Farm emphasizes California's position as the number one agricultural state in the nation.

"We went all over Northern California looking for our fruit trees," Bishop says. "We also have about a dozen kinds of unusual citrus varieties — including the five-fingered lemon— for people to look at."

A "Cow" lifornia display in Bountiful Valley Farm focuses on the importance of the beef and dairy industries to the state's agricultural economy.

The entire area is presented against a backdrop of a large mural depicting the many crops grown in California and different geographic regions where farming takes place. That scene, painted on the back of large building, is designed to look like the "orange crate" art that was popular for many years and told the story of California agriculture to other parts of the nation.

Other permanent displays at Bountiful Valley Farm include one that focuses on "crops that flopped" in California. Visitors can find out about these crops — including sugar cane, bananas, silk, coffee, ginger, tea, cocoa and pineapples — and the story of how they failed to become a part of California's agricultural landscape.

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Another display features a large map of California showing the diversity of crops being grown and how the state ranks against other states in production of those crops. The display points out that if California were a country, it would be the sixth largest agricultural exporter in the world, outpacing Australia, China, Canada and Brazil.

An exhibit that will be updated annually showcases individual farmers and ranchers throughout the state who contribute to the state's agricultural bounty. The exhibit tells the story of 14 individuals or farming and ranching families from various parts of the state.

"It is our way of paying tribute and celebrating the diversity of people who grow crops around California," Rogers says. The plan is to contact various agricultural organizations, schools and government agencies to help select 14 new people who will be featured each year in the exhibit, she adds.

TOUGH TO BE A BUG

As part of its Bountiful Valley Farm exhibit, Disney has included a computer-animated, 3-D movie, "It's Tough to be a Bug," playing in a theater setting designed to simulate how the world looks from an insect's point of view. The 432-seat theater adjacent to the farming displays features insects that seem to jump right off the screen at viewers who watch the movie with special 3-D "bug" glasses.

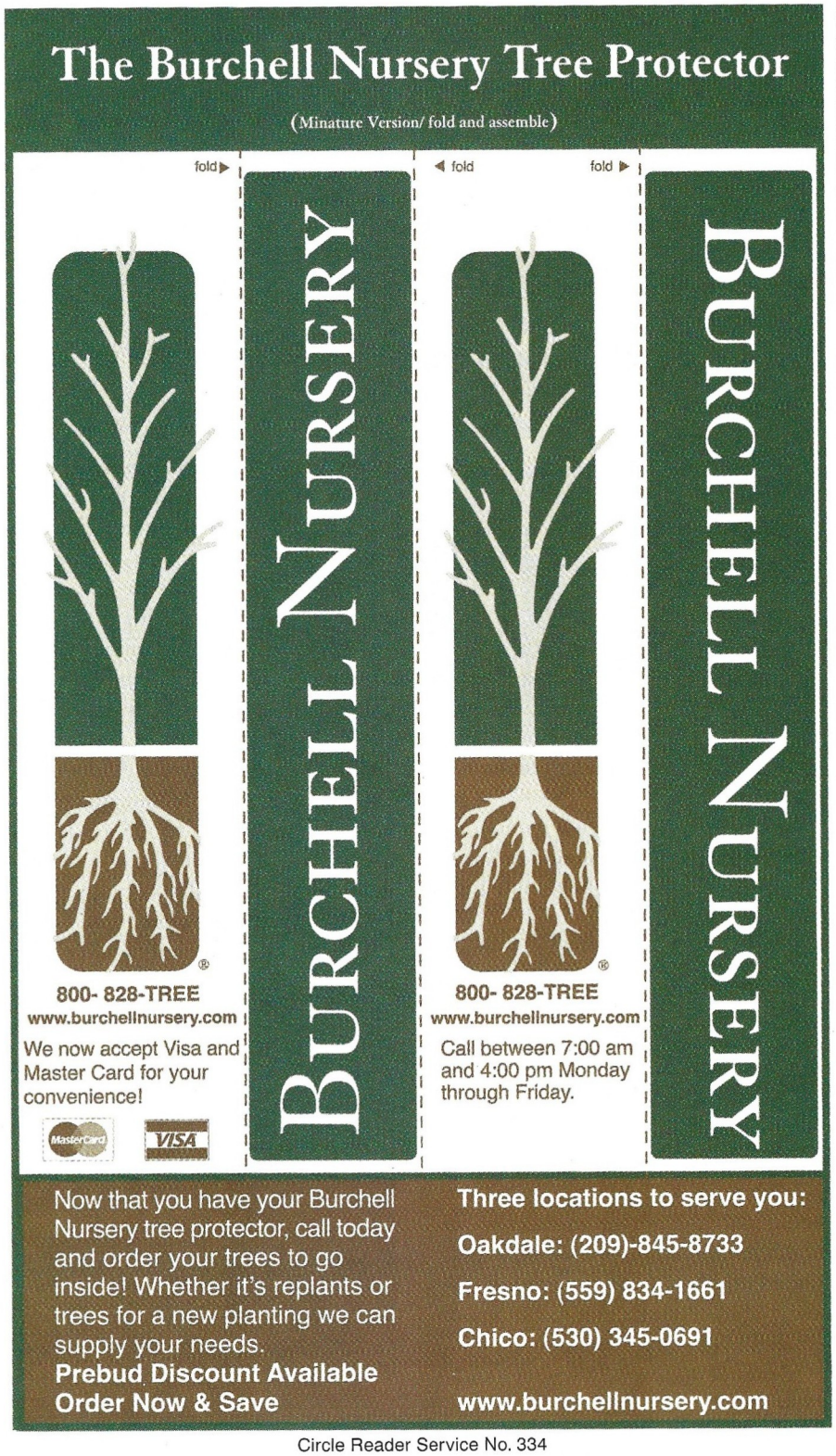
"Whenever you have agriculture, you have insects, so we felt that doing a show based on insects would be educational as well as entertaining," says Bo Balanos, a principal concept designer for Disney who was in charge of the project. "So far, the show has been one of the highlights of the new attraction."

Although it is not part of the Bountiful Valley Farm, the nearby Golden Vine Winery by Robert Mondavi also tells a story of California agriculture for visitors to Disney's new theme park.

The winery setting features a hillside vineyard planted to 310 Johannisberg Riesling vines and a replica of a barrel aging room in which visitors can view a seven-minute film, "Seasons of the Vine." The film explains grape-growing techniques and will be updated as activities change for different seasons in the vineyard.

Mondavi selected Johannisberg Riesling for its demonstration vineyard because of that variety's resistance to Pierce's Disease, a bacterial infection that kills grape vines. The disease was so prevalent in the early farming days on land where the new resort is situated that it was once known as "Anaheim Disease."

The park's designers worked closely with Mondavi officials in setting up the vineyard, even looking at what types of host plants could potentially serve as a host for the Glassy-Winged Sharpshooter, an insect that spreads the disease. ◆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